

WHAT IS CLAIMED IS:

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1. A hair colorant composition comprising from about 0.1 to about 5% by weight of phytantriol, from about 0.1% to about 3% by weight of a dispersing agent, and from about 0.1 to about 5% by weight of a hair dye.

2. A hair colorant composition according to claim 1 wherein the phytantriol is present in the composition from about 0.2 to about 1% by weight, the dispersing agent is present in the composition from about 0.1 to about 1% by weight; and the hair dye is present in the composition from 0.1 to about 1% by weight.

3. A composition according to claim 1 wherein the dispersing agent is selected from the group consisting of a polyol alkyl, an alkenyl ether, and an ester.

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15 4. A composition according to claim 3 wherein the dispersing agent is TWEEN 20.

5. A composition according to claim 1 wherein the hair dye is a permanent dye.

6. A composition according to claim 1 wherein the hair dye is a semi-permanent dye.

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7. A composition according to claim 6 wherein the dye is an anthraquinone dye.

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8. A hair colorant composition according to claim 7 wherein the anthraquinone dye is selected from the group consisting of ARIANOR Straw Yellow, ARIANOR Mahogany,

ARIANOR Steel Blue, ARIANOR Madder Red, ARIANOR Ebony, and ARIANOR Sienna Brown.

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9. A kit for coloring hair comprising:
- 5 (a) a first pack comprising a primary intermediate;
- (b) a second pack comprising a secondary intermediate, together the first and second packs provide from about 0.1 to about 1% of a hair dye, wherein a composition comprising from about 0.1 to about 5% by weight of a phytantriol and from about 0.1 to about 3% by weight of a dispersing agent, is present in at least one of the first and second
- 10 packs; and
- (c) a container for housing the first and second packs.
10. A kit according to claim 9 wherein the phytantriol is present in the composition from about 0.2 to about 1% by weight, the dispersing agent is present in the composition from
- 15 about 0.1 to about 1% by weight, and the hair dye is present in the composition from 0.1 to about 1% by weight.
11. A method for improving the wash fastness of dyed hair comprising:
- (a) applying to the hair a composition comprising from about 0.1 to about 5% by
- 20 weight of phytantriol, from about 0.1 to about 3% by weight of a dispersing agent, and from about 0.1 to about 5% by weight of a hair dye.
12. A hair coloring composition formed by the process comprising:
- (a) dissolving from about 0.1% to about 5% by weight of a phytantriol in a about
- 25 0.1% to about 1% of a dispersing agent; and
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(b) mixing the composition of (a) with about 0.1% to about 5% by weight of a hair dye.